



**MAKING IDEAS HAPPEN**  
**Overcoming the Obstacles Between Vision and Reality**

**Scott Belsky**

**Monday, April 26, 2010**  
**1:00 p.m. – 3:00 p.m.**

**Treasury Executive Institute**  
**801 9<sup>th</sup> Street NW**  
**Washington, DC**

How do the world's leading innovators push their ideas to fruition again and again? Thomas Edison famously said that genius is “1% inspiration, 99% perspiration.”

In an increasingly flexible and entrepreneurial environment, creative minds have the opportunity (and responsibility) to solve and change industries - but they can only do that if they overcome the obstacles.

Ideas for new businesses, solutions to the world's problems, and artistic breakthroughs are common; but great execution is rare. The capacity to make ideas happen can be developed by anyone willing to develop their organizational habits and leadership capability.

Scott Belsky has spent six years studying the habits of creative people and teams that are especially productive. After interviewing hundreds of successful “creatives,” he has compiled their most powerful practices. While many of us obsess about discovering great new ideas, Scott Belsky shows why it's better to develop the capacity to make ideas happen; a power that endures over time.

**Scott Belsky** is the founder and CEO of Behance, a company that develops products and services to organize the creative world. Scott's education is in design, environmental economics, and business. He attended Cornell University as an undergraduate and received his MBA from the Harvard Business School.

**ECQ 1: Leading Change**  
**ECQ 5: Business Acumen**

**REGISTRATION:** All SES members, candidates, and GS-15s in Treasury and legacy Treasury bureaus are eligible to attend. Please register by April 19, 2010, on line at <http://intranet.treas.gov/tei/> (accessible by Department of Treasury Employees only). DHS and legacy bureau employees may e-mail [TEIWeb@do.treas.gov](mailto:TEIWeb@do.treas.gov) or call 202-622-9311 for registration assistance.